



LD&A DESIGN

Year 2023

GHG emissions report

LDA Design



16/10/2024

Foreword

Congratulations on pursuing your climate journey. Greenly is proud to contribute to LDA Design's climate strategy, and support you on a path towards Net Zero.

This report synthesizes the results of your greenhouse gas (GHG) emissions assessment. It is a first step toward identifying reduction actions and helping you plan for the energy transition.

While offering some benchmarks to compare with other companies, a GHG emissions assessment is mainly used to identify ways to improve your global impact and to help you define a reduction trajectory. Achieving your decarbonization targets involves engaging your ecosystem of employees, customers and suppliers who will need to align with your new targets.

The evaluation of your emissions is in line with carbon accounting international standards as standardized by the GHG Protocol.

We are happy to support you on your journey. The entire Greenly team would like to thank you for your outstanding commitment.



Alexis Normand

CEO of Greenly



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About Greenly

- Our vision & team

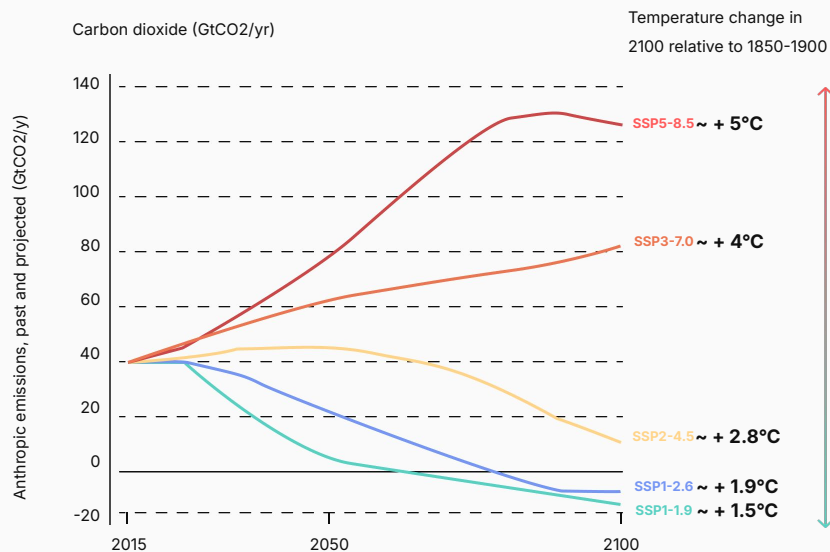
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Appendix

- Scope 1-2 details
- Scope 3 details

Why care about the energy transition

Regardless of our management of the environmental crisis, organizations and individuals are heading towards major upheavals that will affect entire ecosystems.



Two types of disruptions



Physical risks and constraints



Transition risks and opportunities

Impacted sectors



Production



Supply chain



Market



Infrastructure



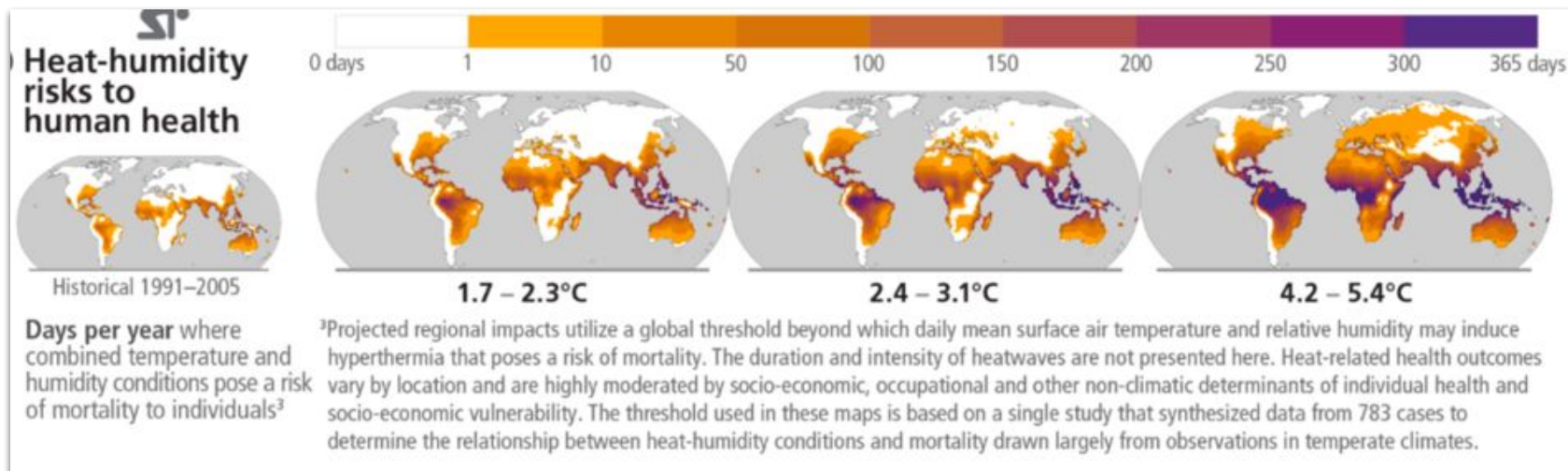
HR



Legislation

Why reduce emissions?

Le réchauffement climatique : quelles conséquences pour la vie humaine ?



Extrait du 6eme rapport du ©GIEC.



According to global warming scenarios, certain areas will become uninhabitable at certain times of the year (orange zones) or every day of the year (purple).

This is due to a deadly combination of heat and humidity (global warming disrupts the water cycle).

Physical risks...

Definition

Risks related to exposure to the physical consequences of global warming



Average temperature increase and more extreme fluctuation



Intensification of extreme weather events (rain, heat waves/droughts, etc.)



Sea level rise



Scarcity of resources (especially energy), food and water insecurity



Biodiversity collapse

What are the consequences if I don't commit?

- 1 Deterioration of infrastructure, value chain losses
- 2 Direct economic consequences
- 3 Low resilience to future events and physical constraints (e.g. natural disaster)
- 4 Dependence on an increasingly fragile supply chain (availability and cost of resources, flexibility, fluctuation of fossil fuels)
- 5 Disruptions in living conditions (housing, food, health, transport, etc.)

Transition risks (and opportunities)

Definition

Risks related to the transition to a low-carbon economy



Regulatory developments and mitigation policies



Markets and sectors migrating towards promoting low-carbon value creation:
Opportunities to seize
Associated market risks



Growing stakeholder demands on environmental commitments



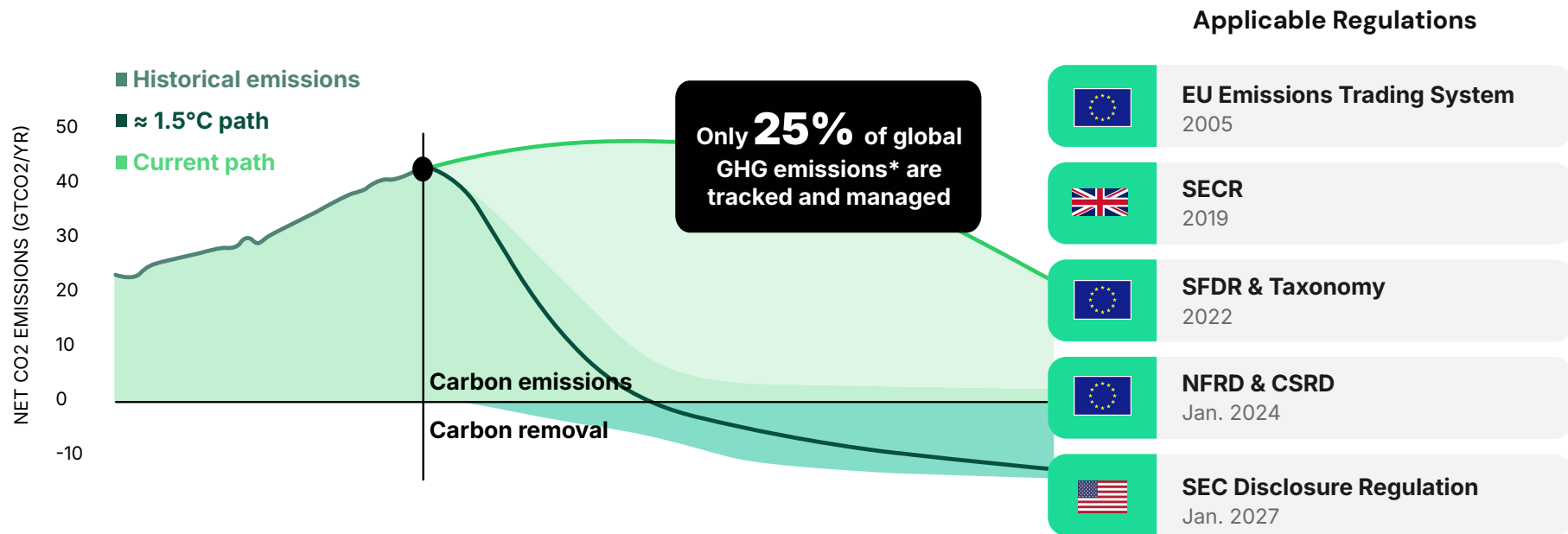
Shifting employee mindsets and expectations regarding the environmental reputation of their employer

What are the opportunities if I commit?

- 1 Optimization of flows and costs
- 2 More sustainable business activity and corporate strategy
- 3 Increased competitiveness within my ecosystem
- 4 Resilience and autonomy of activities in the face of the new socio-economic paradigm
- 5 Lower exposure to legal and financial constraints and sanctions

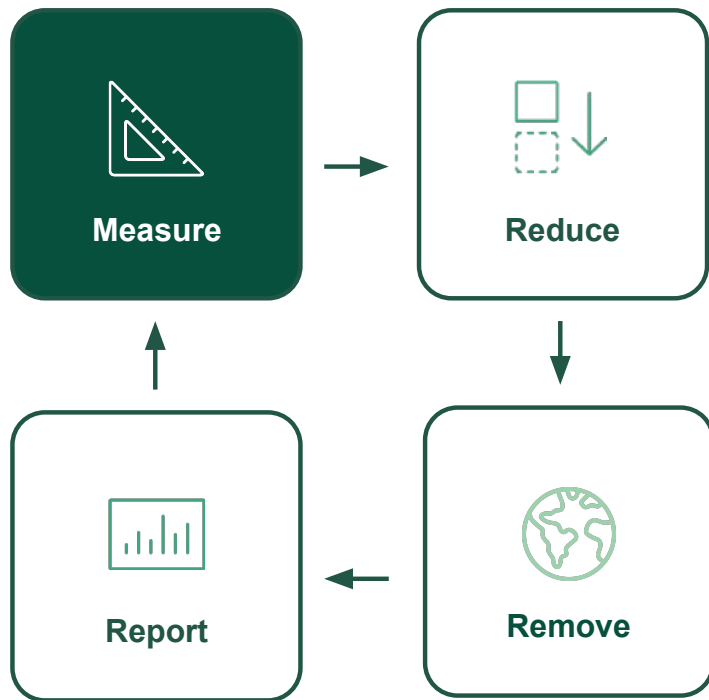
It is critical to set a course for Net Zero

REACHING PLANETARY DECARBONIZATION GOALS IMPLIES THAT ALL BUSINESSES TRACK THEIR EMISSIONS, REGULATIONS ARE KICKING IN



Solving the Climate Equation

MEASURING EMISSIONS IS THE FIRST STEP TO SETTING A PATH TOWARDS NET ZERO



| Carbon accounting methodology

Scope 1 | Direct emissions

GHG emissions generated directly by the organization and its activities.

Examples: combustion of fossil fuels, refrigerant leaks, etc.

Scope 2 | Indirect emissions related to energy consumption

Emissions related to the organization's consumption of electricity, heat or steam.

Example: electricity consumption, etc.

Scope 3 | Other indirect emissions

Emissions related to the organization's upstream and downstream operations and activities

Example: transportation, purchased goods and services, sold products, etc.



How are emissions computed?

ANALYZING EMISSIONS, AUTOMATING TRACKING

25% of your emissions of 2023 are calculated using activity data
14% in 2022

Expense
based

Increasing
Accuracy*

Activity
based

Activity metrics x Emissions factors = CO2 Eq. Emissions



Total Expense
80 £

1.75 kgCO2e/£

140 kgCO2e



Total Distance
600 miles

0.2 kgCO2e/mile

120 kgCO2e



Total Fuel
40 gallons

2.8 kgCO2e/gallon

112 kgCO2e

*depending on the availability of data

Emission Factor Sources



exiobase



Fraunhofer



European
Commission
JOINT RESEARCH CENTRE



Department for
Business, Energy
& Industrial Strategy

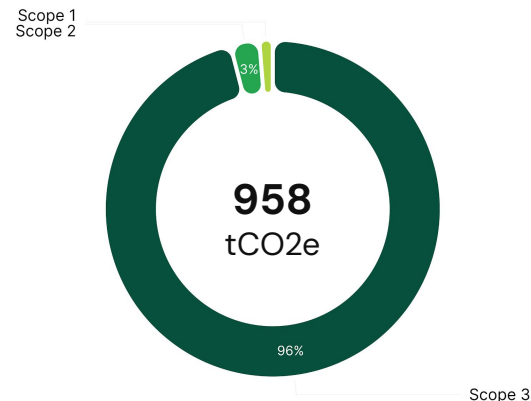
Executive summary

This report summarizes the results of LDA Design's 2023 GHG emissions assessment based on the information collected and subject to its completeness, correct categorization and validation. **This assessment is useful in identifying the main areas for mitigating your environmental impact.**



GHG emission assessment result: comparison between 2022 and 2023

Scope	tCO ₂ e		tCO ₂ e/employee		tCO ₂ e/M€	
1	12	-12%	< 0.1	-14%	0.7	-24%
2	26	-54%	0.1	-55%	1.4	-60%
3	909	-3%	4.4	-6%	50	-16%
Total	958	-5%	4.7	-7%	53	-17%



Results subject to the correct categorization and validation of expenses of LDA Design – categorization score of 95% on this report. Base year emissions are updated using the current year's methodologies, emission factors, and boundaries. When historical data updates are not feasible, adjustments or acknowledgments are clearly documented..

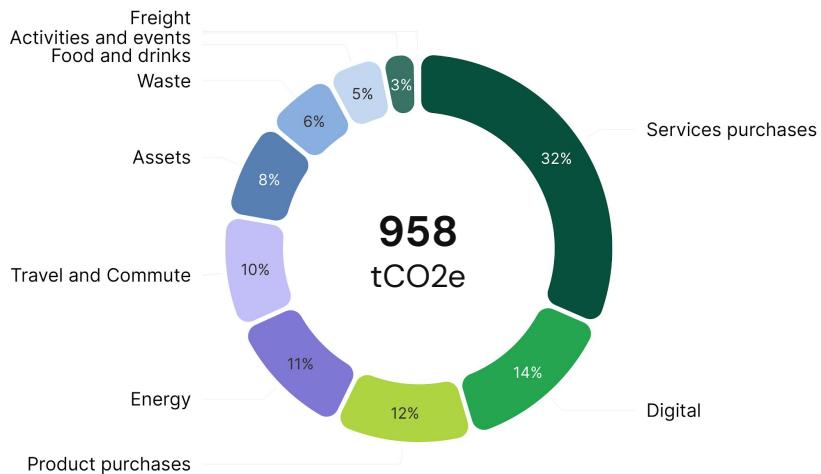


Emissions Report

General overview

RESULTS BY ACTIVITY

Total emissions of LDA Design,
by activity (% tCO₂e)



Is equivalent to:



The amount of CO₂
sequestered annually by
**87 hectares of growing
forest***



The annual emissions
of **79 British people***



**556 London - New York
round trips***

2022 vs 2023

	Absolute tCO ₂ e		Per employee tCO ₂ e/employee	
Services purchases	302	-7%	1.5	-10%
Digital	133	-1%	0.7	-4%
Product purchases	113	-14%	0.6	-16%
Energy	105	+8%	0.5	+5%
Travel and Commute	91	-35%	0.4	-37%
Assets	79	-23%	0.4	-26%
Others**	134		0.7	

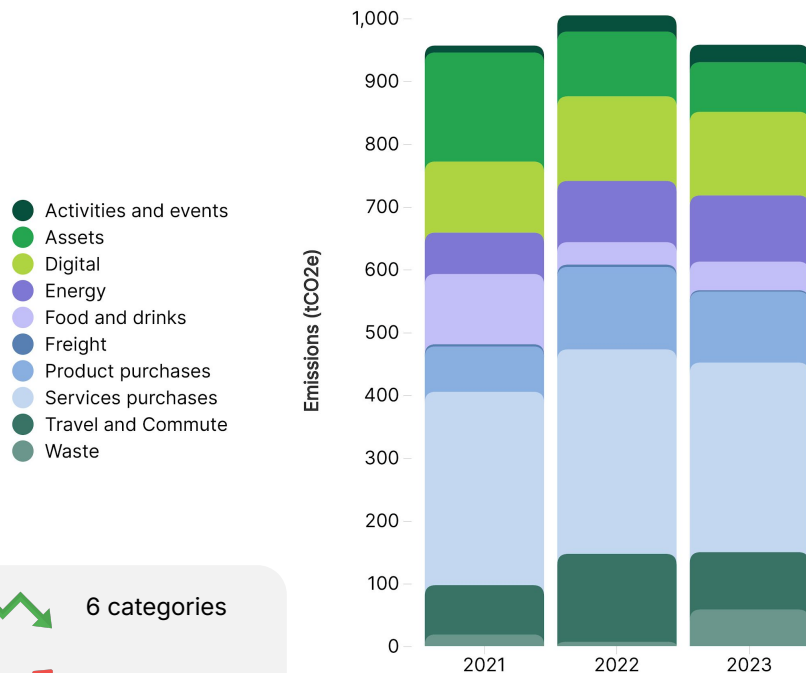
*Sources: Labos1Point5, ExioBase, French National Forests Office

**Waste, Food and drinks, Activities and events,
Freight

General overview

EVOLUTION BY ACTIVITY

Evolution of total emissions of LDA Design, by activity (tCO₂e)



	2022		2023
Absolute emissions	1k	→ -5%	958
Employees	199	→ +3 %	205
Emissions per employee tCO ₂ / employee	5	→ -7%	4.7
Revenue M£	16	→ +15 %	18
Emissions per revenue tCO ₂ e / M£	64	→ -17%	53

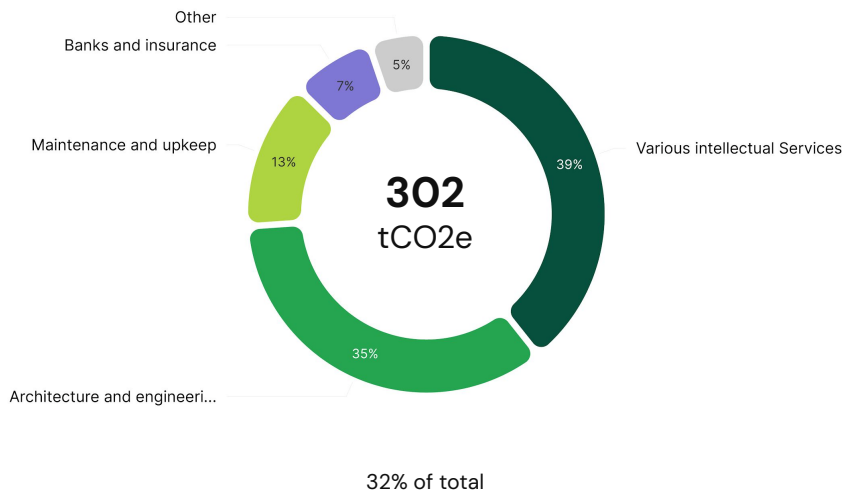
To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-56 tCO₂e).

Focus on Services purchases

Activity data
0 tCO2e (0%)

Expense data
302 tCO2e (100%)

Services purchases emissions by category
(% tCO2e)



What is included in this category?

CO2 emissions from service purchases, covering professional services. Primarily from upstream energy/material use and energy consumed during service provision.



How to reduce the impact of this category?

You can adopt the following measures:

- Evaluate your supplier's climate maturity
- Implement carbon impact conditions in your service purchase policy

Methodology

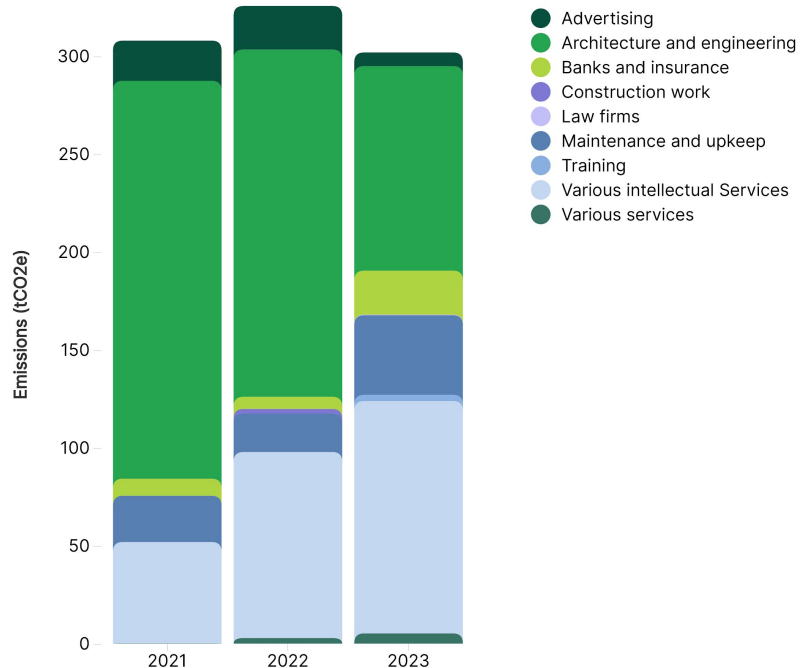
1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Services purchases

YEAR OVER YEAR COMPARISON

Emissions variations between 2023 and 2022

(tCO₂e)



Overall comparison

÷1.08

Absolute

÷1.1

Per employee

÷1.2

Per M£

The key sources of variation

Only variations accounting for more than 10% of this category are considered.

	Tons CO ₂ e		Quantities		Emission factors	
	vs 2022		vs 2022		vs 2022	
Architecture and engineering	-73	÷1.7	-402k	÷1.7	=	=
			GBP			
Various intellectual Services	+24	×1.2	+400k	×1.2	=	=
			GBP			
Maintenance and upkeep	+21	×2.1	+17k	×1.3	+0.21	×1.6
			GBP			



The variations of tCO₂e associated to each category can be explained by:

- A variation in quantity (purchases or usage)
- The evolution of the emission factor associated to this category (methodology update, more details in [this article](#))

A detailed view of all changes can be found on your platform.

NEW: New category (or emissions multiplied by 1000+)

X: Category deleted (ou emissions divided by 1000+)

⊘: Uncomparable units, see details in the platform

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| Focus on Digital

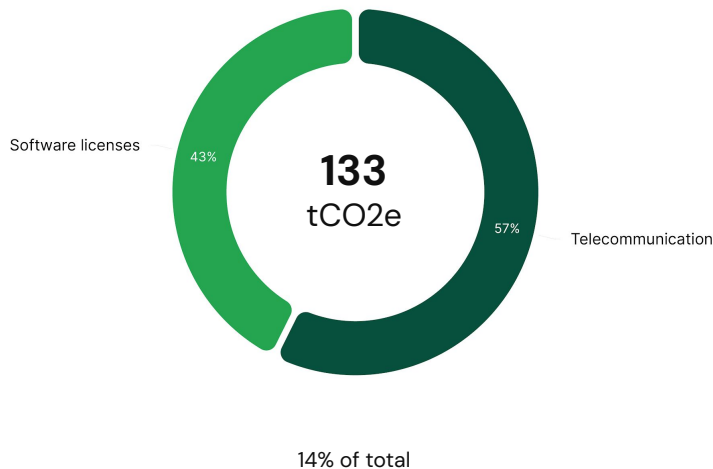
Activity data

0 tCO2e (0%)

Expense data

133 tCO2e (100%)

Digital emissions by category (% tCO2e)



What is included in this category?

CO2 emissions from digital activities, covering internet use, data storage, and cloud computing. Includes emissions from data centers, servers, and network infrastructure.



How to reduce the impact of this category?

You can adopt the following measures:

- Optimize the cloud resources used
- Customers switching to 100% cloud
- Optimize your cloud usage according to their carbon footprint

See additional best practices in the action plans section

Methodology

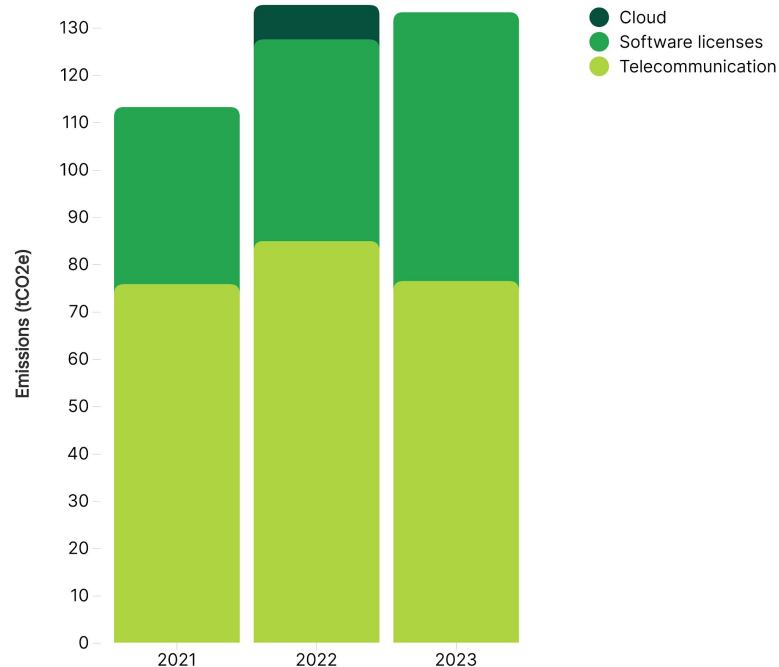
1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Company Report 1.0, Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Digital

YEAR OVER YEAR COMPARISON

Emissions variations between 2023 and 2022

(tCO₂e)



Overall comparison

÷1.01

Absolute

÷1.04

Per employee

÷1.2

Per M€

The key sources of variation

Only variations accounting for more than 10% of this category are considered.

	Tons CO ₂ e		Quantities		Emission factors	
	vs 2022		vs 2022		vs 2022	
Software licenses	+14	×1.3	⊘		⊘	
Telecommunication	-8.4	÷1.1	-16k	÷1.1	=	=
			GBP			
Cloud	-7.3	×	-8.4k	×	-	-
			GBP			



The variations of tCO₂e associated to each category can be explained by:

- A variation in quantity (purchases or usage)
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NEW

: New category (or emissions multiplied by 1000+)

×

: Category deleted (ou emissions divided by 1000+)

⊘

: Uncomparable units, see details in the platform

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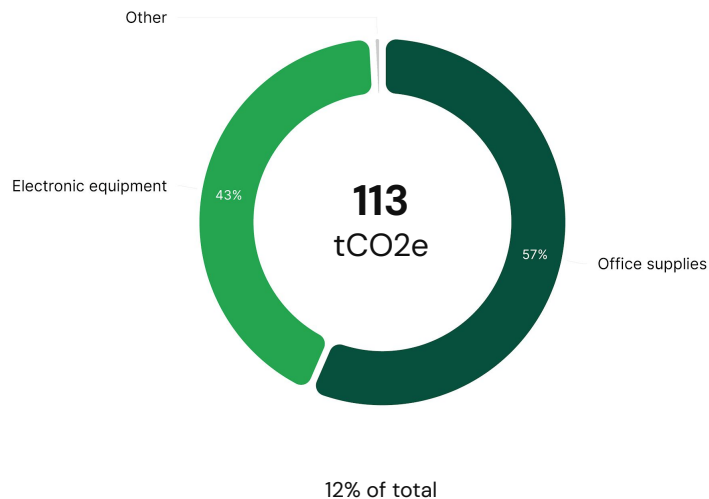
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Focus on Product purchases

Activity data
0 tCO2e (0%)

Expense data
113 tCO2e (100%)

Product purchases emissions by category (% tCO2e)



What is included in this category?

CO2 emissions from purchased products, covering raw material extraction and manufacturing. Excludes transport and end-of-life emissions.



How to reduce the impact of this category?

You can adopt the following measures:

- Make employees aware of the impact of over-consumption of clothing.
- Make your customers aware of the impact of your purchases

Methodology

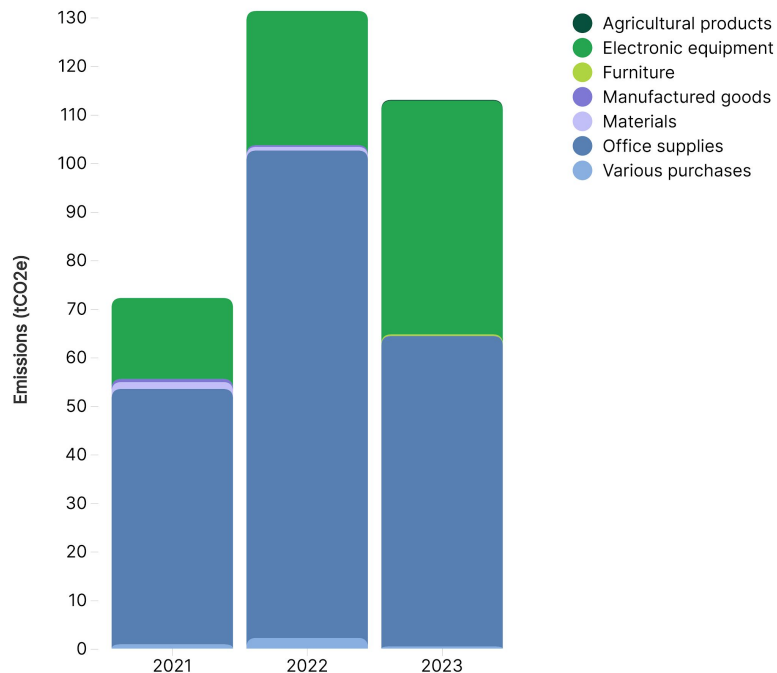
1. Emissions calculated using expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.2, Exiobase 3.8.1, Greenly 1.0
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Product purchases

YEAR OVER YEAR COMPARISON

Emissions variations between 2023 and 2022

(tCO₂e)



Overall comparison

÷1.2

Absolute

÷1.2

Per employee

÷1.3

Per M£

The key sources of variation

Only variations accounting for more than 10% of this category are considered.

	Tons CO ₂ e		Quantities		Emission factors
	vs 2022		vs 2022		vs 2022
Office supplies	+36	÷1.6	⊘		⊘
Electronic equipment	+20	×1.7	⊘		⊘



The variations of tCO₂e associated to each category can be explained by:

- A variation in quantity (purchases or usage)
- The evolution of the emission factor associated to this category (methodology update, more details in [this article](#))

A detailed view of all changes can be found on your platform.



NEW: New category (or emissions multiplied by 1000+)



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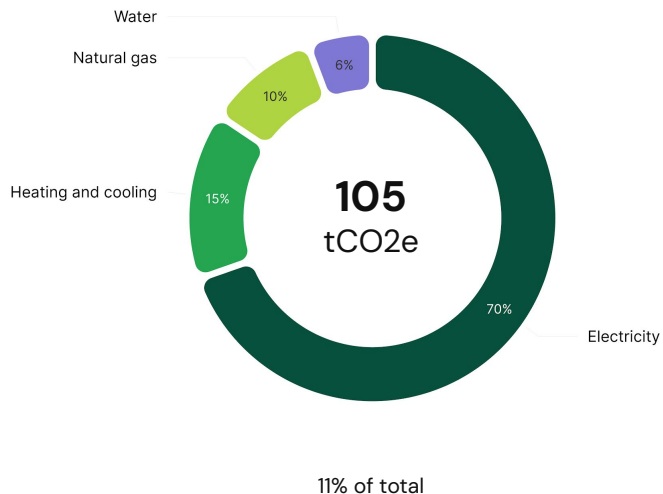
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Focus on Energy

Activity data
99 tCO₂e (94%)

Expense data
6 tCO₂e (6%)

Energy emissions by category
(% tCO₂e)



What is included in this category?

CO₂ emissions from energy production and consumption, covering fossil fuels and renewables. Varies by energy source type, efficiency, and carbon intensity.



How to reduce the impact of this category?

You can adopt the following measures:

- Reduce air conditioning
- Purchase renewable electricity
- Turn off the lights at night

See additional best practices in the action plans section

Methodology

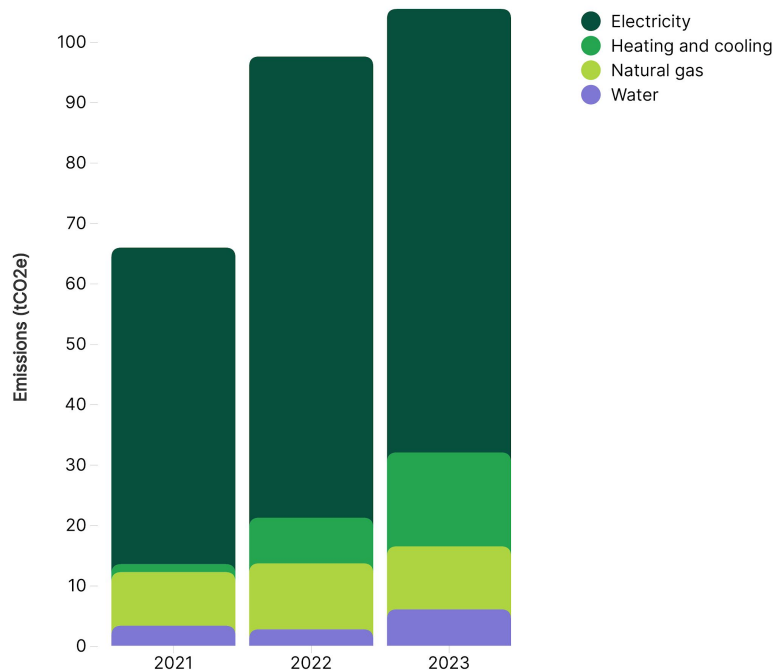
1. Emissions calculated using activity and expense data, by multiplying a quantity by an emission factor.
2. The emission factors used for this category come from the following databases: Base Empreinte Ademe 23.1, Base Empreinte Ademe 23.2, Electricity Maps 2022, Exiobase 3.8.1
3. Details of the methodology used to calculate each carbon footprint source are available on the Greenly platform.

Focus on Energy

YEAR OVER YEAR COMPARISON

Emissions variations between 2023 and 2022

(tCO₂e)



Overall comparison

×1.08

Absolute

×1.05

Per employee

÷1.07

Per M€

The key sources of variation

Only variations accounting for more than 10% of this category are considered.

	Tons CO ₂ e		Quantities		Emission factors	
	vs 2022		vs 2022		vs 2022	
Heating and cooling	+11	×2.1	⊘		⊘	
Water	+3.3	×2.2	+1.2k	×2.2	=	=
				GBP		
Electricity	-2.9	÷1.04	+75k	×1.06	=	=
				kWh		



The variations of tCO₂e associated to each category can be explained by:

- A variation in quantity (purchases or usage)
- The evolution of the emission factor associated to this category (methodology update, more details in [this article](#))

A detailed view of all changes can be found on your platform.



: New category (or emissions multiplied by 1000+)



: Category deleted (ou emissions divided by 1000+)



: Uncomparable units, see details in the platform

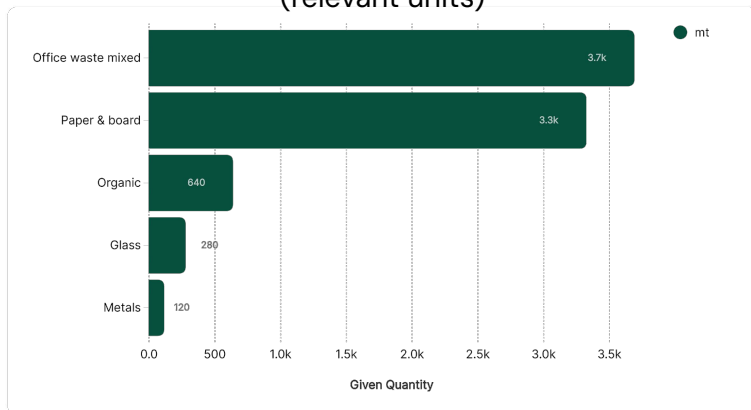
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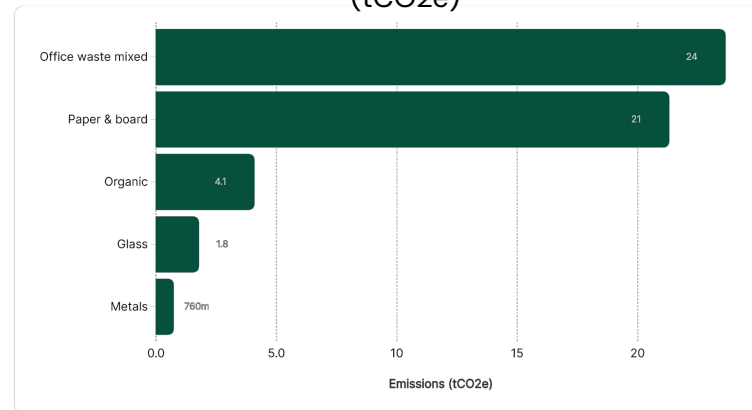
| Focus on module Waste

ACTIVITY DATA

Top 5 biggest categories by quantity
(relevant units)



Top 5 biggest categories by emissions
(tCO2e)



You can see all emission sources in the [Greenly platform](#).



This module covers 5.4% of total emissions
This represents 52 tCO2e.

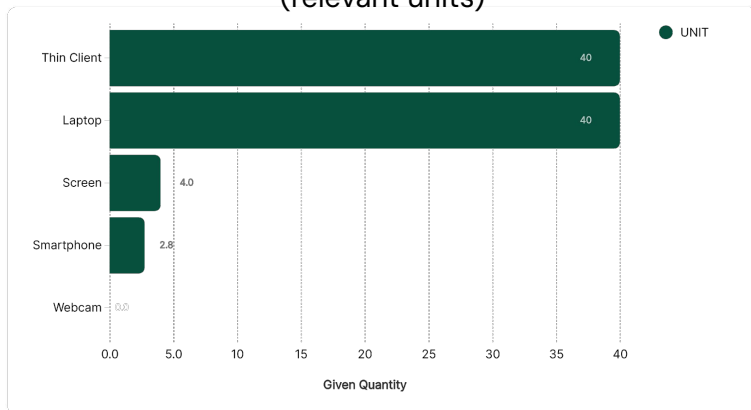
Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. The emission factors used for this category come from the following databases: Uk GHG Conversion Factor 2024
3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.

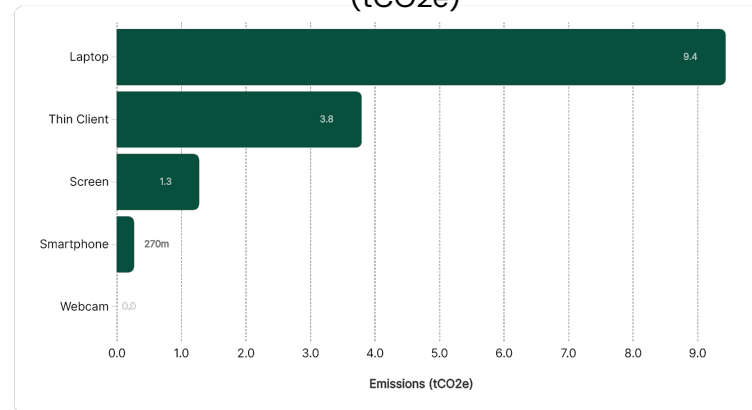
Focus on module IT inventory

ACTIVITY DATA

Top 5 biggest categories by quantity
(relevant units)



Top 5 biggest categories by emissions
(tCO2e)



You can see all emission sources in the [Greenly platform](#).



This module covers 1.5% of total emissions
This represents 15 tCO2e.

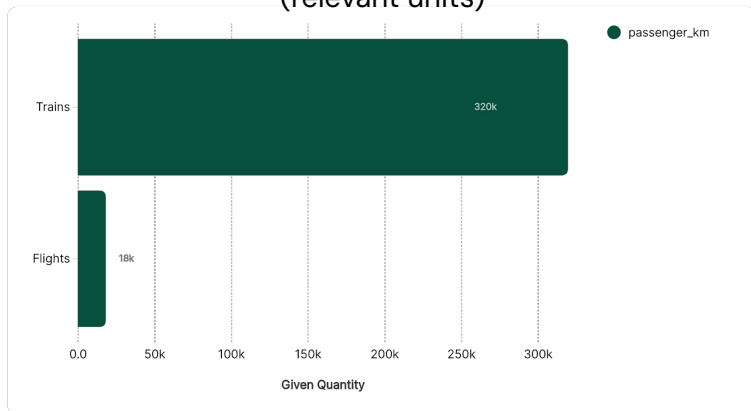
Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. The emission factors used for this category come from the following databases: Greenly 1.0
3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.

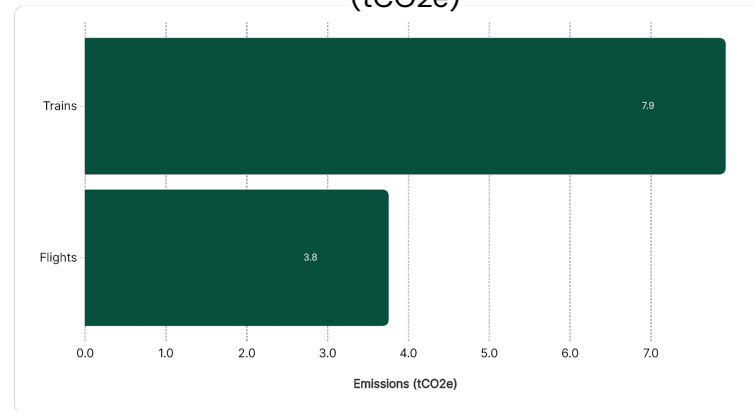
| Focus on module Travels

ACTIVITY DATA

Top 2 biggest categories by quantity
(relevant units)



Top 2 biggest categories by emissions
(tCO2e)



You can see all emission sources in the [Greenly platform](#).



This module covers 1.2% of total emissions
This represents 12 tCO2e.

Methodology

1. Emissions are computed by multiplying the physical data with emission factors (in kgCO2e, for instance).
2. The emission factors used for this category come from the following databases: Base Carbone Ademe 22.0, UK GHG Conversion Factor 2023
3. The specific steps involved in calculating the carbon footprint for each source can be found in the methodological details provided on the Greenly platform.



Focus on Buildings

Focus on buildings

ACTIVITY ANALYSIS

Activity emissions

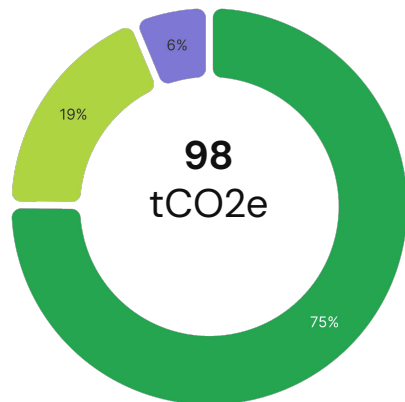
98 tCO₂e (100%)

Estimated emissions

0 tCO₂e (0%)

Total Emissions per Category

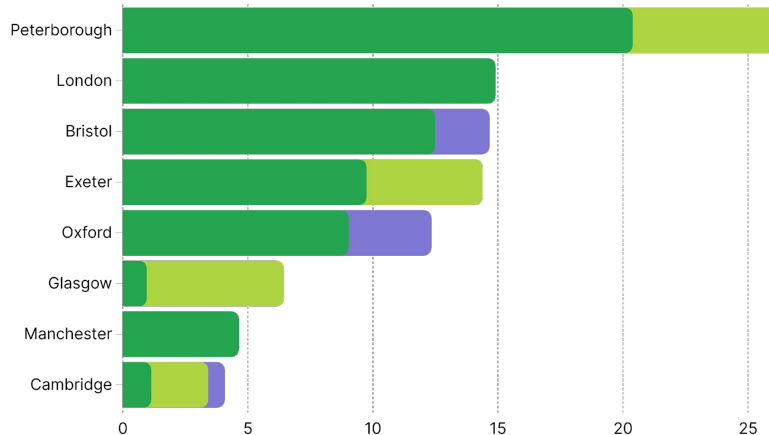
● Air Conditioning ● Electricity ● Heating ● Waste



10% of total

Total Emissions per Building

● Air Conditioning ● Electricity ● Heating ● Waste



Methodology

1. Emissions linked to heating and energy use are calculated by multiplying (where available) the building's electricity or gas consumption by an emission factor. Failing this, an estimate is calculated on the basis of building surface area, or even the number of employees when surface area is not provided.
2. Waste-related emissions are estimated on the basis of the number of employees.
3. Air-conditioning emissions correspond to refrigerant leaks (average estimate).



Focus on Action Plans

| How can I implement effective reduction actions?

🔍 To meet global targets, emissions will have to fall by **3 to 7% per year***. It's a tough target, but a necessary one!

WHAT ARE THE BEST PRACTICES FOR ACHIEVING THESE OBJECTIVES?



These first steps will enable you to maximise your chances of success in implementing reduction actions.

WHAT REDUCTION MEASURES CAN MY COMPANY TAKE?

The reduction actions we recommend are selected with:

AMBITION

Some actions involve major changes, but they will bring you closer to achieving the global climate targets.

REALISM

The action plans are based on practical examples already implemented in other pioneering companies.

EFFICIENCY

Implementing them will have a real impact on your emissions in the short and long term.

Services Purchases



Evaluate your supplier's climate maturity

Services Purchases

The first step to creating a sustainable purchase strategy is engaging suppliers, which is crucial for reducing Scope 3 emissions. This addresses significant environmental impacts throughout the supply chain. By collaborating to improve supplier sustainability practices, companies can effectively lower their overall carbon footprint. Aligning with global climate goals through supplier engagement enhances corporate reputation and prepares businesses for evolving regulatory landscapes. This proactive strategy ensures comprehensive emissions reduction and promotes sustainable business practices

High impact Medium
term

Benchmark

In 2020, several companies joined forces to launch the 1.5°C Supply Chain Leaders with the Exponential Roadmap initiative. It involves management commitment to work with suppliers to halve their GHG emissions before 2030, establishing public targets, and supply chain GHG mapping and prioritization.

Estimated Impact

Enhancing visibility into the carbon footprint of your suppliers and integrating diverse eco-conditions into your purchasing policy can significantly reduce Scope 3 emissions over time. This approach can also serve as a catalyst, encouraging other industries to embark on their own decarbonization efforts.

Estimated Cost

Variable depending on the resulting changes in the supply chain.

Recommended Service Providers

Map the climate maturity of your supply chain: Understand your supplier climate actions and maturity with the Greenly Sustainable Procurement module

Implementation

- 1** LAUNCH the Greenly Sustainable Survey to assess suppliers' climate maturity and align their practices with your sustainability goals
- 2** USE Greenly dashboards to track KPIs like supplier carbon assessments, alignment with Paris 2030 goals, and SBTi certification.
- 3** SUPPORT suppliers with tools, training, and resources. Recognize efforts and report their progress toward achieving objectives.

Implement carbon impact conditions in your service purchase policy

Services Purchases

Procuring products and services often contributes to a significant portion of a company's emissions, with supply chains accounting for over 80% in consumer companies. To effectively address this issue, incorporating eco-conditions criteria into your company's procurement policy offers a straightforward and efficient strategy. To ensure suppliers' climate maturity, engage them through the Greenly Feature, facilitating a comprehensive understanding of their Climate Maturity. These criteria can be implemented with current suppliers and incorporated into the supplier selection process for new contracts.

High impact Medium term

Benchmark

In 2020, several companies joined forces to launch the 1.5°C Supply Chain Leaders with the Exponential Roadmap initiative. It involves management commitment to work with suppliers to halve their GHG emissions before 2030, establishing public targets, and supply chain GHG mapping and prioritization.

Estimated Impact

Increased visibility into the carbon footprint of your suppliers and the ability to implement diverse eco-conditions within your purchasing policy can yield a significant impact on your scope 3 emissions in the long run.

Can serve as a catalyst to encourage other industries to embark on decarbonization efforts.

Estimated Cost

Variable depending on the resulting changes in the supply chain.

Recommended Service Providers

Map the climate maturity of your Service Providers: Understand your supplier climate actions and maturity with the Greenly Procurement module

Implementation

1

LAUNCH the Greenly Sustainable Survey to assess suppliers' climate maturity and align their practices with your sustainability goals

2

SET and TRACK KPIs with Greenly dashboards: monitor suppliers' GHG emissions, Paris Agreement 2030 alignment, and SBTi certification.

3

SUPPORT and recognize suppliers' efforts. Offer tools, training, and resources to help them meet goals. Track and report their progress.

Digital



Improve the workload of the servers

Digital

The average cloud server has a workload of 40%. Improving this workload to 60% can reduce the number of "physical" servers needed, hence their emissions. This can be achieved by sharing the resources between clients, or by smoothing load peaks. Savings are directly linked to the amount of server's hour saved.

Benchmark

AWS, GCP, Azure: Cloud providers offer services on-demand, sharing hardware between several customers. This leads to a higher average workload per server, and lower the number of servers needed for the same computation power used.
Platform.sh: Platform.sh optimize the on-demand servers by sharing their power between even more customers, achieving a workload close to 100% on some services.

Estimated Impact

Reduction potential: variable

Estimated Cost

CAPEX: N/A
YEARLY OPEX: Variable
Time to ROI: N/A

Recommended Service Providers

Platform.sh, Microsoft AZURE, Amazon Web Services (AWS), Google Cloud Platform (GCP)

Very high
impact

Medium
term

Implementation

1

Assess cloud usage efficiency.

2

Compare reduction potential and incurred costs of workload optimization options.

3

Monitor and evaluate to ensure emissions reduction.

Customers switching to 100% cloud

Digital

Encourage your customers to switch from on-premise to cloud servers. Cloud servers are usually better optimized and more flexible than dedicated on-premise ones. For an evolving company, it is easier to monitor its usages through cloud.

Benchmark

AWS, GCP, Azure: The hyper-scaler cloud providers are building the most energy-efficient infrastructure on the market, lowering the PUE (power usage effectiveness) of their datacenters. The most efficient come to a value under 1.1, meaning less than 10% of the energy is consumed by the infrastructure.

Estimated Impact

Reduction potential: variable

Estimated Cost

CAPEX: N/A
YEARLY OPEX: N/A
Time to ROI: N/A

Recommended Service Providers

Platform.sh, Microsoft AZURE, Amazon Web Services (AWS), Google Cloud Platform (GCP)

Medium
impact

Short
term

Implementation

1

Assess cloud server options and any constraints to data migration.

2

Compare reduction potential and incurred costs.

3

Monitor and evaluate progress to ensure emissions reduction.

Optimize the cloud resources used

Digital

Idle resources are virtual machines (VMs) and instances being paid for by the hour, minute or second, that are not actually being used 24/7. Typically, these are non-production resources being used for development, staging, testing and QA. VMs consume electricity to power the CPU, memory, and other components, which generates emissions. The power consumption of a VM depends on factors like the instance type, CPU utilization, memory usage, etc. Idle or underutilized VMs can still consume significant power and contribute to emissions, even when not actively running workloads.

Very low
impact

Medium
term

Benchmark

Google Cloud Platform (GCP): GCP offers features and best practices to help customers optimize their cloud workloads for sustainability. For batch workloads that are flexible in terms of when they run, GCP recommends running them at times that coincide with lower grid carbon intensity. GCP encourages minimizing idle cloud resources, as idle or over-provisioned resources create unnecessary emissions and costs.

Estimated Impact

Savings are directly linked to the amount of resources saved.

Estimated Cost

CAPEX: N/A
YEARLY OPEX: Variable
Time to ROI: N/A

Recommended Service Providers

Platform.sh, Microsoft
AZURE, Amazon Web
Services (AWS),
Google Cloud Platform
(GCP)

Implementation

1

Refer to your service provider to identify idle VMs.

2

Refer to your service provider to see how to configure idle VM recommendations.

3

Monitor and evaluate to ensure emissions reduction.

Host your data in countries with low-carbon electricity

Digital

Data centers consume a significant amount of energy for operations, such as server power and cooling systems. GHG emissions vary based on the geographical distribution of equipment and the carbon intensity of electricity in each country. To select data centers with low-carbon electricity, consult the electricity map website. Moreover, many major data centers are situated in hot or temperate climates, leading to high energy consumption for cooling purposes.

Benchmark

Google and Microsoft established hubs in Finland, while Facebook chose Denmark and Sweden, partly due to the availability of renewable energy. Additionally, Google secured an agreement to purchase all the energy from the largest solar energy park in the Netherlands to power one of its European data centers.

Estimated Impact

Variable depending on the original location of your data center and your target location, but carbon emissions savings can be substantial. For example, the electricity mix in Germany is over 4 times more carbon-intensive than in France. Moreover, locating data centers in colder climates can lead to significant energy savings as cooling-related energy consumption can account for up to 40% of the total energy usage.

Estimated Cost

Variable based on several factors (data center infrastructure, energy and other costs in the target country notably). Get in touch with your cloud provider to get a better sense of availability of data storage options and costs.

Recommended Service Providers

Greenly can provide further insight into your current cloud emissions and shifting possibilities through a dedicated study. You can also contact your current cloud provider.

Medium
impact

Medium
term

Implementation

1

ESTABLISH and monitor KPIs (ex. percentage of data center providers located in low-carbon electricity mixes countries, overall reduction in carbon emissions achieved).

2

GET IN TOUCH with your current data host to discuss relocating your data. If they cannot provide you with alternative locations, identify and evaluate data center providers located in countries with low-carbon electricity mixes.

3

CHECK that the prospective data centers meet your organization's requirements (capacity, reliability, security, etc.).

Product purchases



| Make your customers aware of the impact of your purchases

Product purchases

The emissions linked to your purchases of products for resale are directly linked to your customers' demand. By highlighting items with a low carbon footprint, you can help your customers to choose the product with the lowest carbon footprint from two products with similar characteristics. To communicate effectively with your customers, you can use carbon scores or labels.

Benchmark

Mano Mano has set up a Carbon Score with Greenly, which was launched in April 2023. This is a major project in the DIY sector, covering products for both consumers and professionals.

The aim of this tool is to make it easier for customers to understand the carbon footprint of products.

Estimated Impact

The effectiveness of the impact will be contingent upon the disparity in emissions between the products available and their lower-emission alternatives. Several factors come into play, influencing the magnitude of this impact. These factors include the target audience - how receptive they are to environmentally conscious choices, the price of the products in question - where higher prices for eco-friendly options might affect consumer decisions, and the effectiveness of marketing strategies in conveying the environmental benefits of opting for lower-emission alternatives.

Estimated Cost

The cost of this action can vary depending on various factors such as the size of your company, the communication channels you use, the scope of your awareness campaign, and the resources you devote to this initiative.

Recommended Service Providers

Welow
Greenly

Medium
impact

Medium
term

Implementation

1

COMPLETE a Life Cycle Assessment (LCA) of your products or the products you use most.

2

DISPLAY the results on your website or platform to raise customer awareness of the carbon impact of your products.

3

MONITOR the associated emissions. This will help in setting targeted emission reduction goals, and in communicating progress to stakeholders.

Energy



Implement energy saving trainings

Energy

People consumption has a great influence on the carbon footprint of a building. Therefore, using messages to influence residents. According to Pegels, Figueroa and Never, "Using less energy" as such is hardly ever the main motivation for investing in new technology or engaging in energy-saving behavior. In contrast, if people are particularly motivated by competition, status, or helping others, they are likely to react favorably to respective interventions."

Low impact Medium
term

Benchmark

Schneider electric implements various programs for its employees to limit their energy consumption.

Estimated Impact

According to Sun&Hung, in the US, the austerity behavior style employee consumes 17.8-32.1% less energy than the "normal" employee. The estimated CO2 impact will depend on the energy source and usual consumption

Estimated Cost

Prices depend on the length of the training, the number of employees.

Implementation

1

TRACK consumption of different items (water, electricity etc.).

2

IDENTIFY on which aspects employees might need training.

3

REQUEST training services from external provider.

| Turn off the lights at night

Energy

Keep illuminated signs and displays turned off as long as possible to limit GHG emissions associated with the use of electricity as well as massive impacts on nocturnal biodiversity (disruption of reproduction cycles, fragmentation of migration corridors and disruption of physiological cycles of flora).

Very low
impact

Short
term

Benchmark

Since October 2022, Valentino decided to switch off the lights at 10 p.m., estimating a daily decrease in energy consumption of over 800 kWh.

Estimated Impact

The reduction in electricity consumption is proportional to the reduction in lighting time.
Emissions from electricity usage vary based on the carbon intensity of the country.

Estimated Cost

Only cost savings (reduced electricity consumption).

Implementation

- 1** ESTABLISH and start monitoring your KPIs (such as percentage reduction in electricity consumption and costs), and engage with relevant internal stakeholders to ensure effective implementation and monitoring.
- 2** RAISE awareness (ex. through training sessions) on the environmental and biodiversity impacts of illuminated signs and displays to all employees.
- 3** DEVELOP a clear and comprehensive policy that outlines guidelines and specific measures. Specify the permitted operating hours, ensuring they align with sustainability goals.

Maintain air conditioning and refrigeration systems on a regular basis

Energy

Air conditioning systems are a common source of GHG emissions due to refrigerant leaks. Gas leaks at a rate from 7% to 80% per year depending on the type of appliance considered and its age. To mitigate this environmental impact, you can implement measures to limit refrigerant emissions from existing equipment. This can be achieved through regular monitoring, proper maintenance, and ensuring that refrigerant is recovered at the end of the equipment's life. This includes simple steps like replacing dirty or clogged filters can significantly improve the energy efficiency of your air conditioning system.

Very low
impact

Short
term

Benchmark

Walmart : In 2010, Walmart launched a sustainability initiative to reduce GHG emissions and improve energy efficiency across its stores. As part of this initiative, the company implemented a comprehensive program to monitor, maintain, and optimize the performance of its refrigeration and air conditioning systems and trained its technicians to perform regular leak detection and repair activities.

Estimated Impact

Limiting leaks of refrigerant systems keeps yearly leaks at a minimum, and thus reduce direct emissions from 20 to 80% depending on the system.

Switch from a dirty filter to a clean one is probably the most efficient action with up to a 15% emissions reduction on emissions linked to AC electricity consumption.

Proper end-of-life recovery avoids leakage of the entirety of the gas in the machine.

Estimated Cost

Renewed parts cost typically below 50 dollars per year. A maintenance contract typically costs 150 dollars per AC unit. Energy and cost savings can significantly outweigh this investment cost.

Recommended Service Providers

Train your own
technicians
Contact your A/C
manufacturer or local
A/C companies

Implementation

1

CONTACT your air conditioner manufacturer for advice on maintaining your air conditioner. Ask them how the maintenance and end-of-life of air conditioners is managed today.

2

CONSULT the U.S. Energy Government's website page and / or contact your A/C manufacturer for advice on how to maintain your A/C.

3

ESTABLISH and monitor your KPI (ex. A/C Maintenance frequency, yearly amount of gas leakage).

Purchase renewable electricity

Energy

A Power Purchase Agreement (PPA) commits the buyer to purchase a specific amount of electricity from the producer over a set period at a fixed price. PPAs help finance renewable energy projects and reduce the carbon intensity of the supplied energy. Meanwhile, certificates of origin (RECs or GOs) certify the renewable source of electricity. They provide less stable revenue for suppliers and encourage renewable energy investments to a lesser extent.

Very low
impact

Medium
term

Benchmark

Lidl : Since March 2018, Lidl Ireland and Northern Ireland converted to using only renewable electricity.
Adobe : Adobe has committed to 100% of their operations with renewable electricity from 2035.

Estimated Impact

PPAs or RECs allow you to reduce to the same extent as installing renewable energy sources on your premises, but only if you account energy related emissions using the market-based method.

Estimated Cost

In the case of PPAs and RECs, energy prices might be higher than conventional electricity production. Contact a renewable energy provider to get a more precise quote.

Recommended Service Providers

Ekwater
Enercoop

Implementation

1

BENCHMARK the different energy providers to determine which offers the most interesting offer from a techno-economic perspective.

2

DEVELOP a comprehensive implementation strategy (detailed plan with steps, timelines, resource allocation, relevant stakeholders).

3

IMPLEMENT monitoring solutions to track green energy consumption and cost / CO2e savings.

Travel and Commute



Favor the train for national travel of employees instead of car travels

Travel

Regional trains emit 3.6 times less CO2 than internal combustion cars. High-speed trains emit 45 times less CO2 than combustion cars. What's more, colleagues can work on their computers during the train journey, and generally arrive in the city centre, close to public transport.

High impact

Short
term

Benchmark

SAP has implemented a comprehensive travel and transportation policy that encourages employees to use trains for regional and national travel. They provide tools and resources to help employees plan and book train journeys effectively to reduce emissions and promote sustainable travel practices.

Siemens, a global technology company, has actively promoted the use of trains for business travel. They encourage employees to choose trains over cars, especially for short- and medium-distance trips.

Estimated Impact

Up to a 75% reduction in emissions.

Estimated Cost

Although trains can currently be more expensive than individual cars, this balance might shift as fuel prices are expected to soar. Additionally, you need to incorporate the work time saved into the equation.

Implementation

1

SUBSTITUTE travel by teleconference meetings when conditions allow.

2

IDENTIFY routes that can be replaced by rail.



Implement a mobility plan within your company

Travel

The aim of setting up a Mobility Plan (MP) within your company is to optimise business travel. This involves analysing home-to-work journeys, promoting public transport, car-pooling, using less impactful modes of travel, etc. All these measures help to reduce travel-related greenhouse gas emissions.

Medium
impact

Short
term

Benchmark

Schneider Electric has implemented a complete MP, significantly reducing its CO2 emissions linked to travel.

Estimated Impact

Depending on the habits of employees, implementing a PDM can considerably reduce a company's CO2 emissions.

Estimated Cost

The initial cost will vary depending on the size of the business and the external services required, but the long-term savings can outweigh the initial costs.

Recommended Service Providers

Worklife
1kmapied

Implementation

- 1** STUDY employee travel habits, identify car-pooling opportunities and the use of less impactful transport.
- 2** CREATE a detailed plan including incentives to encourage environmentally-friendly travel (mobility package, electric bike, car-sharing, etc.).
- 3** SET up tools to monitor journeys, collect data, and regularly adjust your PDM according to the results.

Stop air travel when a 6 hours train alternative is available

Travel

Opting for train travel instead of air and car travel for short-distance trips (e.g., within a 6-hour train journey) can substantially reduce the carbon footprint of your business travel. Trains have significantly lower carbon emissions per passenger-kilometer compared to airplanes and cars. Apart from being environmentally friendly, train travel offers efficient boarding, minimal waiting times, spacious seating, and direct access to city centers, enhancing the overall travel experience.

Medium
impact

Medium
term

Benchmark

Mama Loves Ya has set a goal to select train travel for 50% of its trips below 750 km by 2025 (versus 10% today). This commitment is projected to result in a 45% reduction in emissions from flights, equating to over 2t of CO₂eq emissions avoided annually. Additionally, it will contribute to an 8% reduction in the company's total carbon footprint.

Estimated Impact

Taking a train instead of a car for medium-length distances would cut your emissions by ~80%. Using a train instead of a domestic flight would reduce your emissions by ~84%. From that, you can estimate the total impact of the action plan by assessing which share of your total flight emissions would be impacted.

Estimated Cost

Variable, train tickets may be more or less expensive than plane tickets or car travel depending on various factors.

Recommended Service Providers

Rome2Rio
Travel Perk
Offres entreprise SNCF
Suppertripper

Implementation

- 1** CONDUCT an assessment of all existing air travel routes within your organization, identify those that have a train alternative of less than 6 hours, and evaluate the feasibility of replacing air travel with train.
- 2** DEVELOP and enforce a clear travel policy that mandates the use of train travel instead of air travel for these routes.
- 3** ESTABLISH and start monitoring your KPIs (ex. total percentage reduction in air travel, percentage reduction in air travel on eligible routes, etc.).



Promote low carbon commuting means

Travel

Private transport associated with daily commuting is one of the world's biggest sources of GHG emissions. To deal with this issue, individual car use must be limited. Active modes of transport (walking and cycling), public transport, and shared mobility (carpooling and car-sharing) should be prioritized. To encourage it, you can raise awareness about alternative transportation options and provide infrastructure, facilities, and financial incentives to support these modes. Consider the possibility of your employees commuting responsibly to work when changing locations of workplace.

Medium
impact

Medium
term

Benchmark

Arcadis has implemented a comprehensive strategy to address mobility, focusing on six key areas. This approach has resulted in a 49% reduction in carbon emissions related to transportation within a span of nine years. The company relocated all of its offices to main train stations, enabling easy access to public transport for employees. Additionally, every employee received a mobility card, which facilitates the use of public transport and shared bike and car services.

Estimated Impact

Using a bike instead of a car for short trips reduce travel emissions by ~75%.
Taking a train instead of a car for medium-length distances cut emissions by ~80%.

Estimated Cost

Potential costs associated with investment in infrastructures and subsidies.
Savings from lower reimbursement levels for fuel commuting.

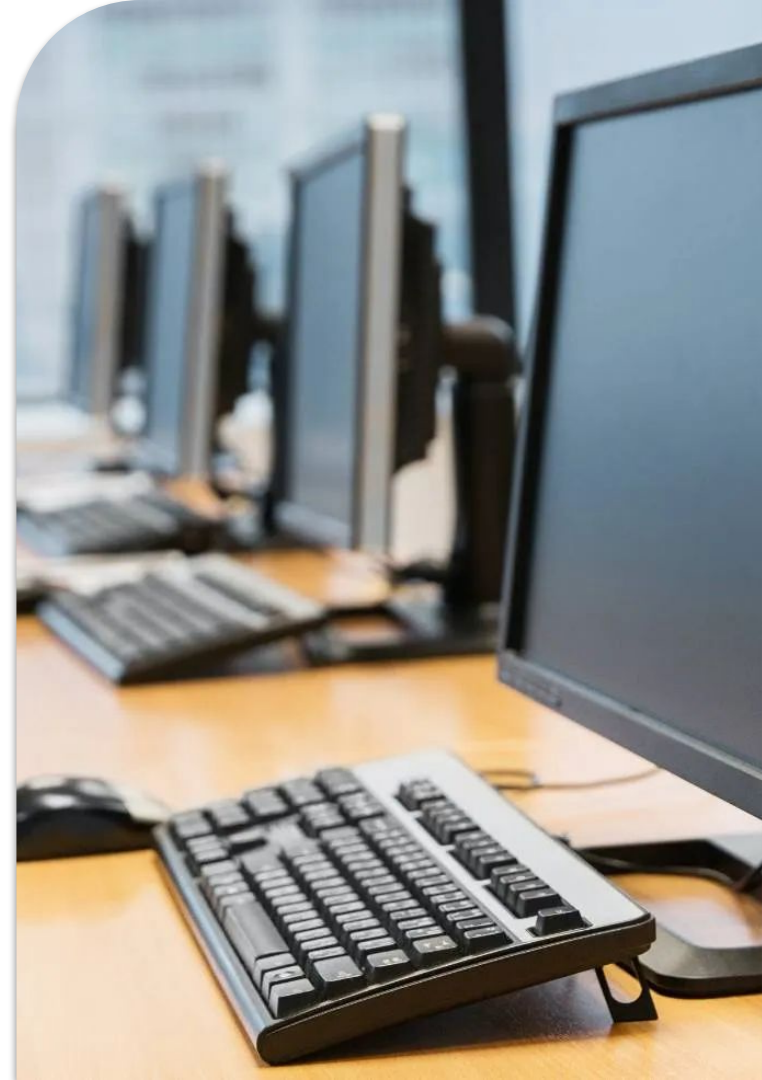
Recommended Service Providers

Flynch mobility
Commute
Green commuter

Implementation

- 1 ESTABLISH and start monitoring your KPIs (ex. percentage decrease in individual car usage, percentage reduction in carbon emissions from commuting).
- 2 Develop and implement a mobility plan (draw on successful case studies such as Arcadis, read recommendations such as this guide, or work with a service provider).
<https://www.mass.gov/doc/guide-book/download>
- 3 SOLICIT employees feedback through surveys, suggestion boxes, or dedicated feedback sessions to gather insights and address concerns.

Assets



Extend the lifetime of equipment by ensuring maintenance and repair

Asset

For any equipment, the most emitting part of its life is the manufacture. Indeed, the raw materials needed, their extraction, and the process to assemble represent a major part of the total emissions. By extending the lifetime of your equipment, you prevent the manufacture of new ones (so the use of new raw materials) and by extension, reduce the total greenhouse gas emissions.

Low impact

Short
term

Benchmark

IBM, a tech company, has adopted an approach focused on extending the life of its computer servers. Using regular upgrades and refurbishments, IBM has managed to extend the life of this equipment while reducing electronic waste. Caterpillar, a manufacturer of heavy equipment, encourages the extension of product life by providing high-quality spare parts and certified repair services. This enables customers to keep their equipment in good condition for longer.

Estimated Impact

Extending the service life of machinery and equipment can reduce the carbon emissions associated with their manufacture by 20% to 30%, or even more, depending on the frequency of replacement.

Estimated Cost

Preventive maintenance, repair and refurbishment costs depend on the initial condition of the equipment. However, they are generally lower than the cost of acquiring new equipment.

Recommended Service Providers

To implement this action, you can rely on specialized equipment maintenance and repair services. This can include certified spare parts suppliers and qualified technicians.

Implementation

1

CONDUCT an inventory of all your company's machinery and equipment to assess their current condition and determine which of them can benefit from a life extension.

2

ELABORATE a preventive maintenance plan for each piece of equipment, taking into account the manufacturer's recommendations and including regular inspections, replacement of worn parts and necessary repairs.

3

TRAIN your staff in good maintenance and repair practices, and encourage communication so that potential problems can be reported quickly.

| Prefer refurbished/second hand assets

Asset

Preferring refurbished equipment allows extending products lifespan, and resource consumption required to produce new items can be avoided. It has a significant positive impact on indicators such as the depletion of fossil and mineral resources, CO2 emissions and the production of wastes (especially waste electrical and electronic equipment (WEE) for IT equipment).

High impact Medium
term

Benchmark

About 52% of IKEA's climate footprint stems from furniture materials. IKEA seems conscious of this fact and has thus set ambitious commitments of reaching a fully circular value chain by 2030. To achieve those ambitions IKEA has implemented several actions one of which is reusing furniture. Their first second-hand store opened in November 2020 in the world's first second-hand mall, ReTuna, in Eskilstuna, Sweden. It resulted in estimated climate savings of approximately 41% to 46% when compared to the emissions produced or emissions that would have occurred over the entire life cycle.

Estimated Impact

A refurbished mobile phone reduces 91 to 77% of its annual impact
 A refurbished tablet reduces 46 to 80% of its annual impact
 A refurbished computer reduces 43 to 97% of its annual impact
 A refurbished furniture reduces about 40% of its entire lifecycle impact
 The exact impact depends on the organisation of the refurbishment process (logistics, energy) and of the number of items to replace.

Estimated Cost

Refurbished equipments are cheaper and can have similar life spans with proper commercial guarantees.

Recommended Service Providers

Recommerce Group
 Bureau Move
 Reseau.b
 Your bureau
 Conventional It manufacturers also start offering refurbished equipment.

Implementation

- 1 ASSESS assets needs and refurbishing options (evaluate asset requirements across various departments and functions, identify the types of assets that can be sourced as refurbished or second-hand (IT equipment, machinery, furnitures...)).
- 2 RESEARCH and identify reputable suppliers or platforms specializing in refurbished or second-hand assets and aligning with sustainability criterias.
- 3 ESTABLISH and monitor your KPIs (examples: Percentage of refurbished or second-hand assets procured, Cost savings, Percentage reduction in emissions). Communicate on it to maintain employees engagement and enthusiasm.



Conclusion

Conclusion

The GHG assessment made it possible to identify LDA Design's main GHG emission sources so as to frame the company's carbon strategy and identify the items that need to be studied in greater depth with the aim of continuously improving the company's environmental impact.

It has been established that direct emissions (Scope 1) and energy-related indirect emissions (Scope 2) represent a small part of a company's impact. It is therefore essential to mobilize our company's suppliers and employees.

To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-56 tCO₂e).

The recommended next steps in LDA Design's carbon strategy are:

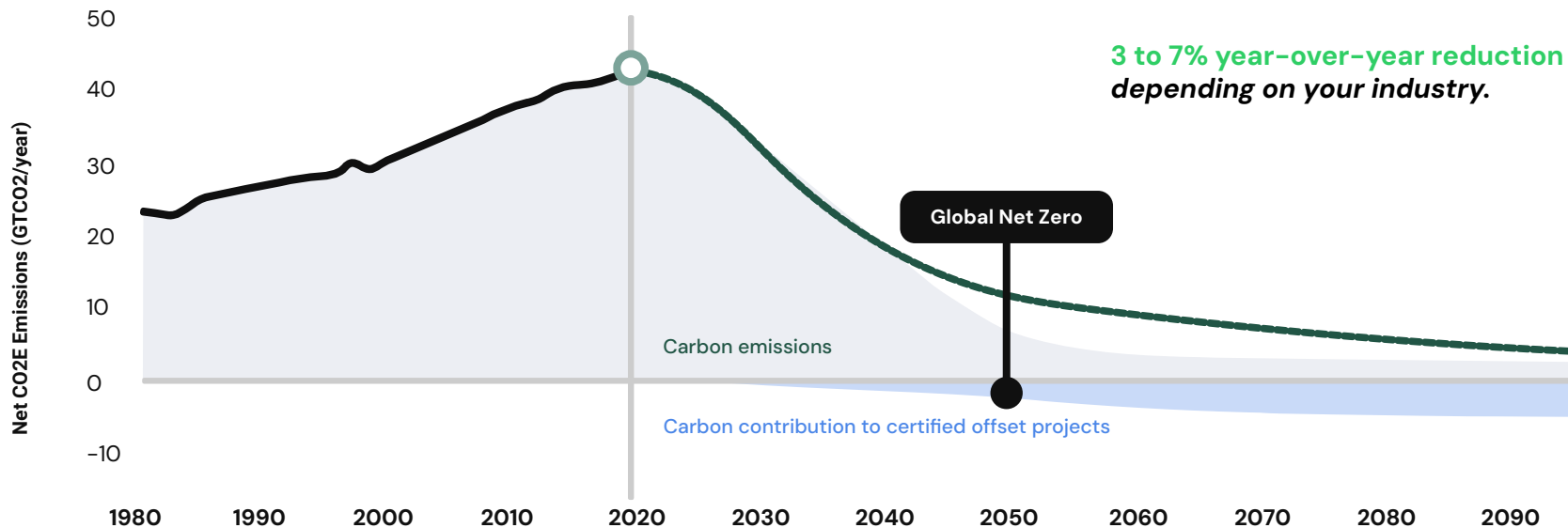
- 1 **Study key emission sources in greater depth**, if you opt for that. Your Climate Expert can help you decide between the different options available!
- 2 **Establish GHG emission reduction targets and implement an action plan** in order to achieve these targets.
- 3 **Engage your suppliers** using the Greenly supplier engagement tool.
- 4 **Engage your employees** using the interactive Greenly training quizzes.
- 5 **Communicate with your stakeholders** about your commitment and carbon footprint, your reduction targets and the action plan considered.
- 6 **Contribute to certified GHG reduction / sequestration projects** available on the Greenly platform.



What's next?

Committing to a multi-year decarbonization strategy

A SUSTAINED EMISSIONS REDUCTION BASED ON THE LEVELS REQUIRED BY THE PARIS AGREEMENT



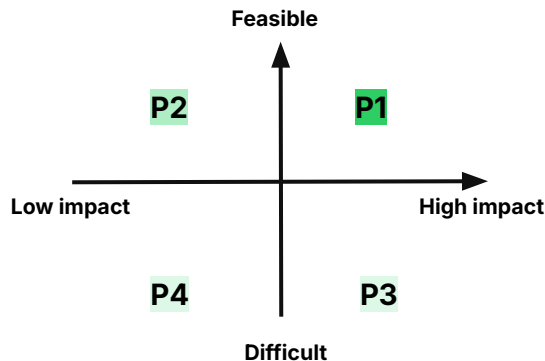
How can I build my reduction trajectory?

THE 4 KEY STAGES IN DEFINING AND FOLLOWING YOUR TRAJECTORY

Refine your greenhouse gas emissions assessment

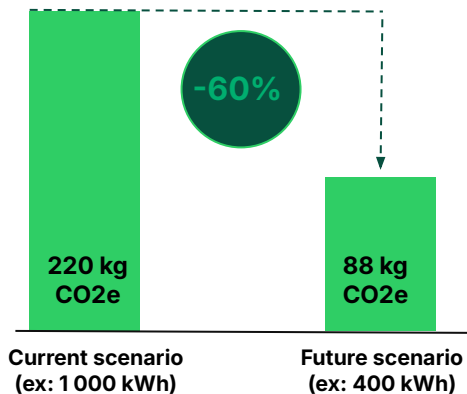
Your 2023 assessment is based on **25%** of physical data, the rest being financial data. We recommend that you regularly improve the accuracy of your greenhouse gas assessment by adding more physical data. You will be able to quantify and monitor your reductions with precise targets in km, kg, kWh, etc.

Prioritize your actions



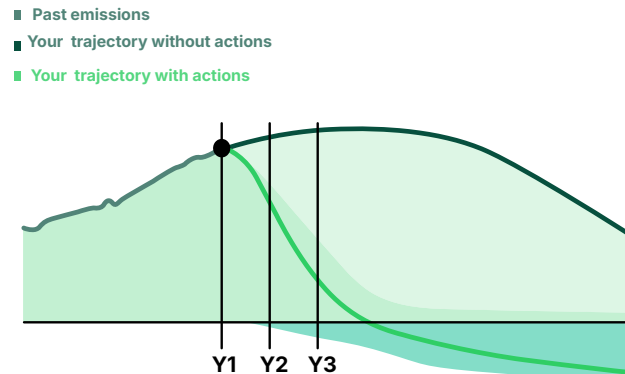
Place your actions on the matrix after identifying operational constraints in consultation with your teams.

Calculate their reduction potential



Select the right KPIs before you start, then calculate the reduction potential.

Monitor your results



Monitor your progress regularly and measure your results during your annual GHG assessment.

| The 5 Pillars of a Climate Strategy

DISCOVER THE 5 PILLARS BASED ON THE NET ZERO INITIATIVE

1. Measure

- Track emissions annually
- Go deeper in the analysis of your main emission sources



[Carbon data analysis](#)



[CSRD](#)



[LCA](#)

2. Reduce

- Choose an action plan in line with the Paris Agreement
- Quantify your action plan to build a carbon trajectory



[Action Plan Tab](#)

3. Educate

- Engage your suppliers in your strategy
- Train your employees



[Supplier engagement](#)



[Employee training](#)

4. Commit

- Commit to an objective
- Communicate transparently



[Communication kit](#)

5. Contribute

- Contribute in carbon sequestration & avoidance projects to cover non compressive emissions



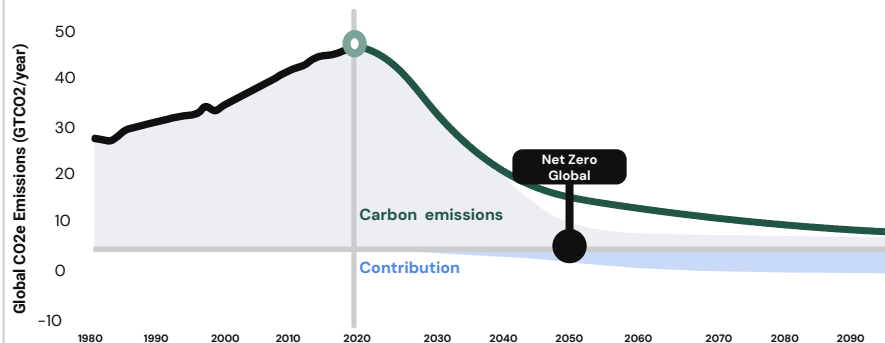
[Carbon contribution](#)

Commit to a Multi-year Carbon Trajectory

A LONG-TERM REDUCTION IN EMISSIONS IN LINE WITH THE OBJECTIVES OF THE PARIS AGREEMENT OR YOUR PERSONAL OBJECTIVES

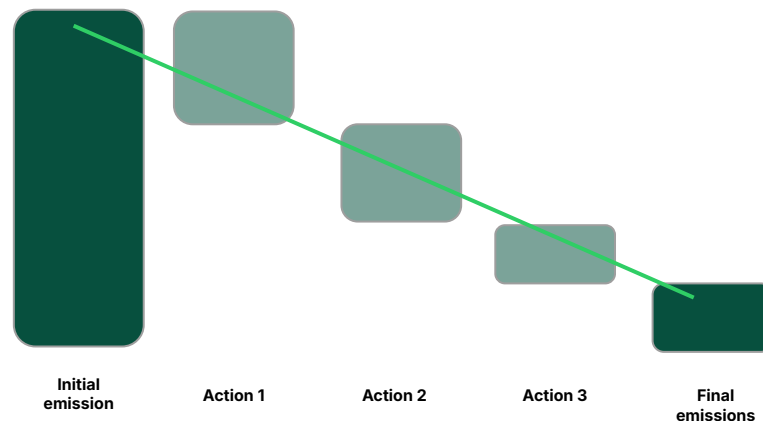
Paris Agreement Objective

-3% to -7% reduction annually



Objective Based on your Actions

Define your reduction objective based on facilitating actions



Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

Calculate their reduction potential

Optimize your trajectory

1

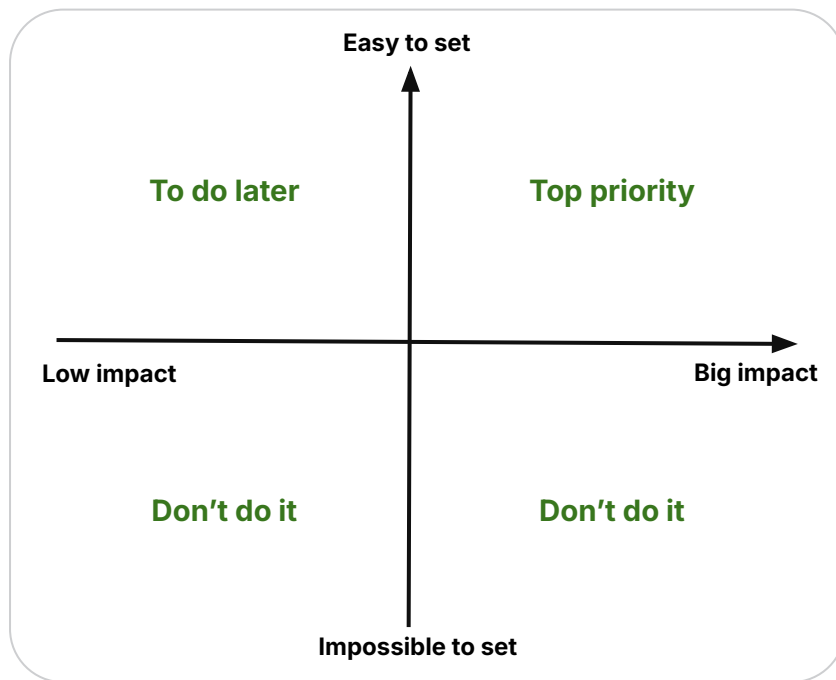
Bring together the stakeholders in your climate strategy

2

Place the action suggestions from the Greenly report on the matrix after identifying their constraints

3

Keep all feasible actions and prioritize those with the greatest impact



Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

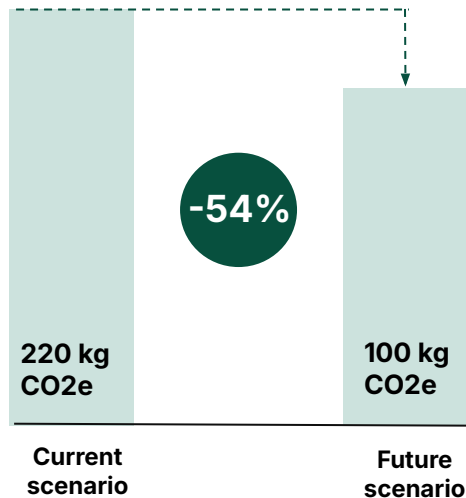
Calculate their reduction potential

Optimize your trajectory



Current scenario	1,000 km per year with thermal cars	1,000 km per year with electric cars	Future scenario
Emission Factor	0.22 kg CO2e/km	0.1 kg CO2e/km	Emission Factor
Total Emissions	220 kg CO2e	100 kg CO2e	Total Emissions

 Potential reduction



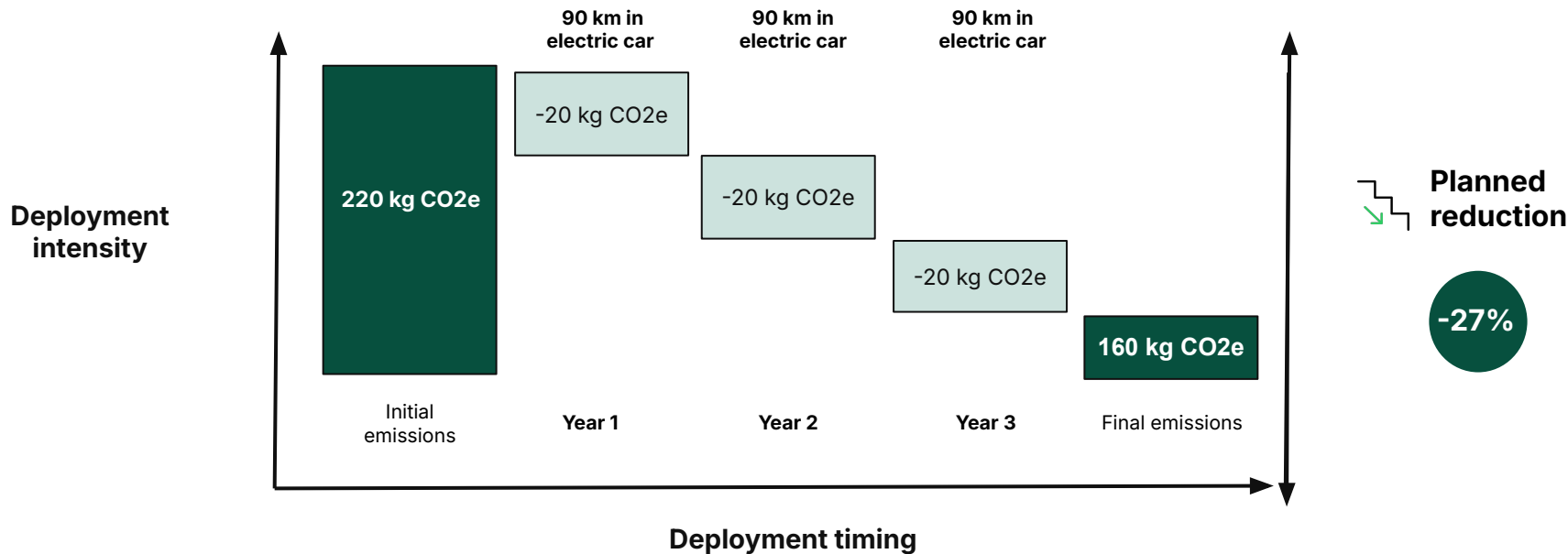
Build Your Carbon Reduction Trajectory

3 KEY STEPS TO BUILD YOUR TRAJECTORY

Prioritize your actions

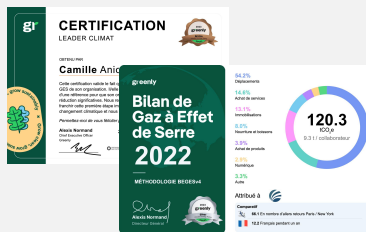
Calculate their reduction potential

Optimize your trajectory

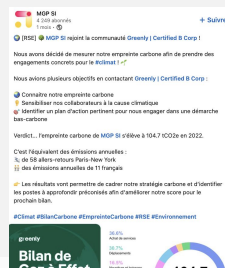


Greenly's communication support to highlight commitment

Company & Personal Certificates

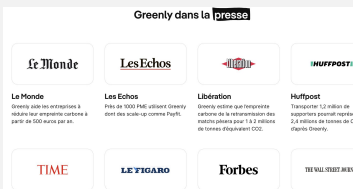


Social Networks



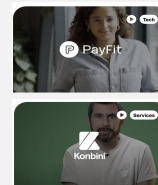
PR

Communicate on media



Customer Video Testimonials

Testimonials showcasing the work done with Greenly



Premium

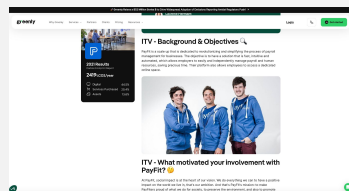
Join our community: ESG Connect

Slack Channel, afterwork, Events, Webinars

350k Members
As of August 2023

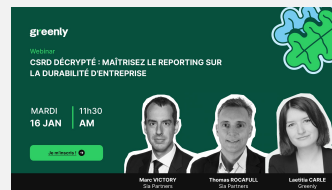
10+ Countries
including USA, UK, France, Australia etc.

Case studies



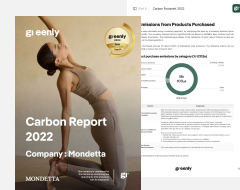
Webinar

Communicate on your results in a Webinar with a Greenly expert!



Extended Report

Get your report formatted by our marketing team

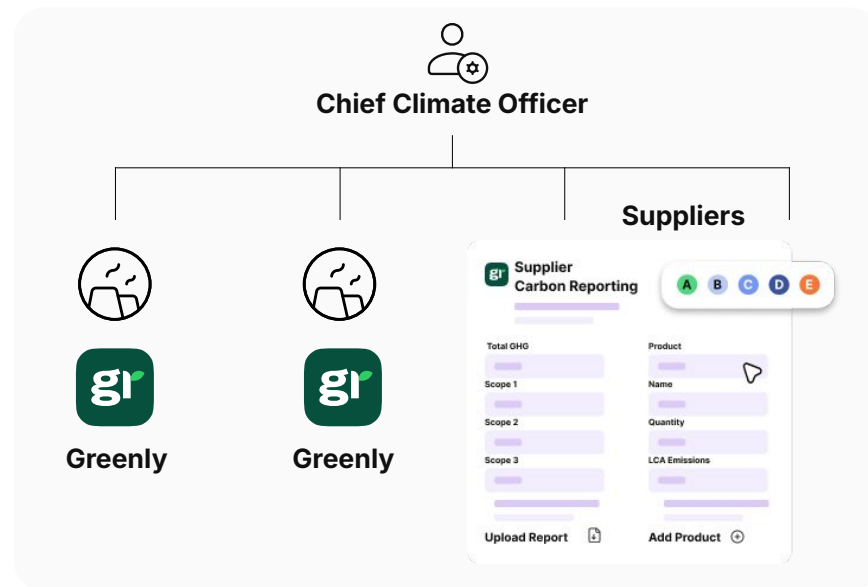
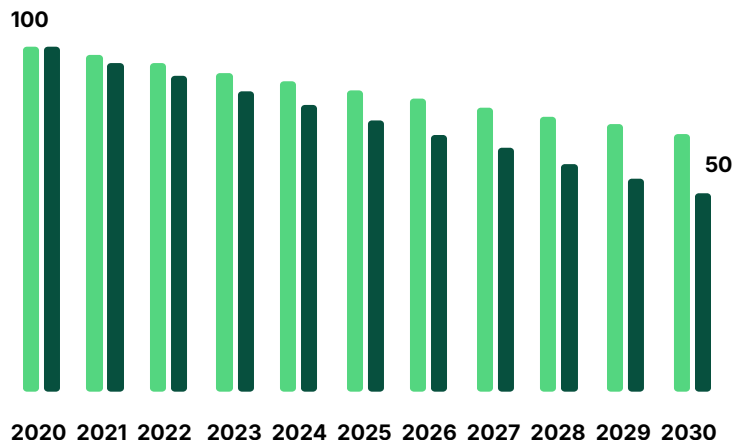


Engaging suppliers to align with the company's Net Zero targets

ENGAGE SUPPLY CHAIN VIA A DEDICATED SUSTAINABLE PROCUREMENT STRATEGY



Reduction Trajectory Science Based Targets Aligned with 1.5°C & Well below 2.0°C



Maturity of climate strategy

YOUR GREENLY CLIMATE SCORE

Greenly score criteria



Pioneers in the climate transition

< 1% of companies (Score ≥ 75)



Responsible companies

5% of companies (Score 55 - 74)



Building a company in transition

15% of companies (Score 30 - 54)



Beginners committed to the transition

30% of companies (Score 5 - 29)

Enthusiasts to awaken

10% of companies (Score 0 - 4)

Lack of interest in the climate

40% of companies

The statistics are drawn from the Greenly supplier and customer database, which includes several thousand companies of all sizes, sectors and geographies. For more similar statistics, consult the [CDP corporate climate tracker](#).



The intermediate Greenly Climate Score of LDA Design is 43 points

Points are distributed as follows:

Creating & fine-tuning the Greenhouse Gas report: **31/40**

Action plans: **12/36**

Climate targets: **0/4**

Involving your teams: **0/10**

Carbon contributions: **0/10**

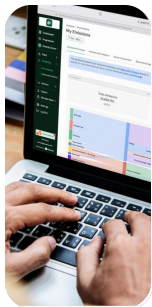
The Score will be updated at the Climate Strategy follow-up meeting.

More information on the Score calculation method [here](#)

Statistics were computed on the Greenly supplier database

Engaging employees on Climate Change

OUR MONTHLY TRAININGS



Month 1

Onboarding



Month 2

Quiz 1
Climate
Science



Month 3

Quiz 2
IT



Month 4

Quiz 3
Food



Month 5

Quiz 4
Transport



Month 6

Quiz 5
Energy



Month 7

And more..

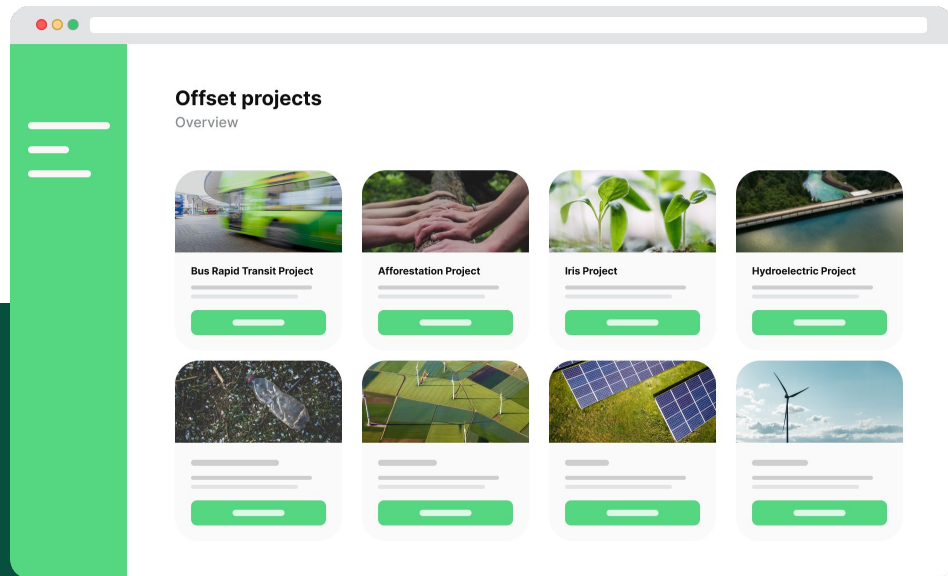


Month 12

A look back
on the year

Net Zero Contribution – What to Expect

SOURCING ONLY VERIFIED & CERTIFIED PROJECTS



Ensure projects are certified

We source projects that meet criteria of additionality, permanence, auditability and measurability

Contribute to Net Zero

Ensure you are responsible for more emissions capture than what your organization is emitting

LABEL BAS
CARBONE

reverse

Gold Standard

Become a Referral Partner

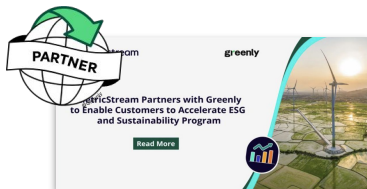
Refer customers to Greenly and use your commissions to reduce the cost of your future GHG reports.

~~10%~~ **15%**
Commission or partner discounts directly more advantageous for Greenly customers.

1

COMMUNICATE

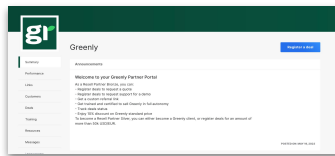
Leverage our resources to communicate to your network



2

REFER LEADS

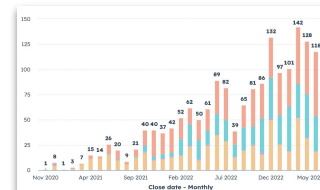
Send leads to the Greenly Sales Team



3

EARN REVENUE

Receive quarterly payments for your business and amortize the cost of your future reports





About Greenly

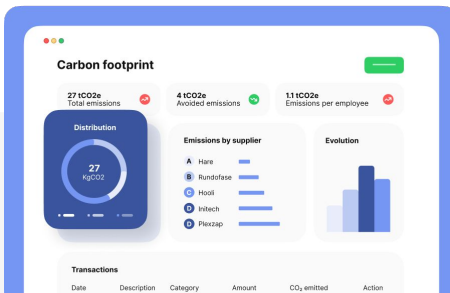
The Greenly Vision

MAKING CARBON ANALYTICS UNIVERSAL



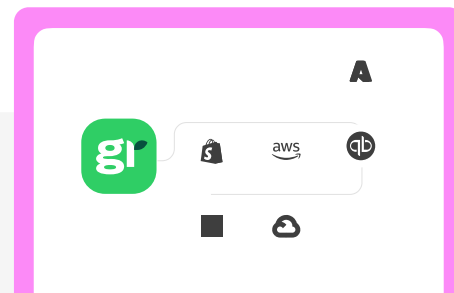
CARBON FOOTPRINT APP & API

First carbon fintech app launched



CARBON ACCOUNTING SOFTWARE

Launch B2B SaaS for SME Carbon Footprint (GHG Protocol)



CLIMATE APP STORE

Introducing the first Climate App Store in 2023

Building up a global tech leader to scale carbon accounting

FOUNDER VISION: HELPING ALL COMPANIES START THEIR CLIMATE JOURNEY TO FAST-TRACK THE ENERGY TRANSITION



Arnaud Delubac
CMO & Co-Founder

INSEEC, Essec - Centrale
Digital Comm at Prime Minister
Office, & Ministry of Digital



2018-2019



Alexis Normand
CEO & Co-Founder

HEC, Sciences-Po
Ex Head of B2B & Boston
Office at Withings, Techstar
w/Embleema

withings 2013-2018



Matthieu Vegreville
CTO & Co-Founder

Ecole Polytechnique -
Telecom
Ex Data Science
& B2B SaaS at Withings

techstars 2018-2019

Everyone should strive to achieve Net-Zero, not just the elite.
Consumers want all companies to implement sustainable changes

Greenly is instigating a bottom-up climate revolution making it simple for all companies & employees to start their climate journey

Working with our initial 1,000 customers, we see that early adoption of carbon initiatives boosts growth and profitability, while helping companies start their climate journey

As regulations make carbon disclosure mandatory, Greenly is building highly-scalable tech to address the enormous influx of mid-market businesses joining the energy transition.

Greenly's product-led growth rests on three pillars: 1- a tech-enabled end-to-end carbon platform ; 2- an outstanding UX to cultivate a growing community of climate leaders: 3- Lastly, a global ecosystem of partners who leverage Greenly to scale carbon accounting over their network.

Greenly is the world's fastest growing carbon management platform

WE ARE SCALING OUR TECH, OUR CUSTOMERS BASE & CLIMATE TEAM

150+

Team with Climate Experts Data Scientists, Data analysts, Data Engineers, DevOps Engineers

1000+

Customers in Tech, Industry, Energy, Logistics, Construction, Real Estate etc.

50k

Emissions sources aggregated from customers & industry databases

10+

Geographies covered with customers in the US, UK, France, Italy, Germany, Nordics...

These companies are tracking their carbon footprint with Greenly

Industries

faurecia HUTCHINSON RENAULT TEVVA Schlumberger

Tech

alma ZOOPLA TripAdvisor PayFit Konbini

Retail

bel for all good COURIR LVMH PETRUS PERNOD Ricard

Services

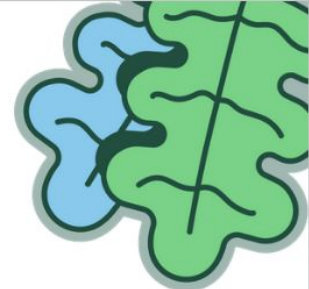
ACCOR Capgemini Kéa Mediametrie econocom

Finance

COATUE Shell Ventures AXA EIFFEL INVESTMENT GROUP UNP PARIBAS

Scientific council

INDUSTRY, AI & EXPERTS CLIMAT



**Pr. Michel
BAUER**

Sociologist
HEC
–
Corporate
organisation



**Nicolas
HOUDANT**

CEO
Énergies demain
Ex
GreenNext



**Peter
FOXPENNER**

Professor
BU University
–
Electricity grids
& Carbon expert



**Pr. Yann
LEROY**

Professeur
Centrale-Supelec
–
Carbon Product
Life-Cycle



**Pr. Antoine
DECHEZLEPRÊTRE**

Professeur
LSE
–
Climate change
policies



**Pr. Rodolphe
DURAND**

Professeur
HEC
–
Corporation
transformation



Appendix

Scope 1&2



Scope	Name	tCO2e
1.1	Generation of electricity, heat or steam	9
1.2	Transportation of materials, products, waste, and employees	3
1.3	Physical or chemical processing	0
1.4	Fugitive emissions	0
2.1	Electricity related indirect emissions	26
2.2	Steam, heat and cooling related indirect emissions	0

To see more details of the methodology for each regulatory entry please visit [Greenly!](#)

Scope 3

100% accounted



Scope	Name	tCO2e
3.1	Purchased goods and services	595
3.2	Capital goods	18
3.3	Fuel- and energy- related activities not included in Scope 1 or Scope 2	15
3.4	Upstream transportation and distribution	0.09
3.5	Waste generated in operations	58
3.6	Business travel	63
3.7	Employee commuting	53
3.8	Upstream leased assets	106
3.9	Downstream transportation and distribution	0
3.10	Processing of sold products	0
3.11	Use of sold products	0
3.12	End-of-life treatment of sold products	0
3.13	Downstream leased assets	0
3.14	Franchises	0
3.15	Investments	0
4.1	Other emissions - Emissions from biomass (soil and forests)	0

Scope 1&2



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
1.1	9	0	6	0.5	0.2	2	0
1.2	3	0	2	0.3	0.08	0.7	0
1.3	0	0	0	0	0	0	0
1.4	0	0	0	0	0	0	0
2.1	26	0	22	1	1	1	0
2.2	0	0	0	0	0	0	0

* Results expressed in tons of CO2e

Scope 3



Scope	tCO2e	tCO2b	CO2f*	CH4f*	CH4b*	N2O*	Other GHGs*
3.1	595	0	515	53	0	20	5
3.2	18	0	18	0.04	0	0.02	0.006
3.3	15	0	11	3	0.2	1	0
3.4	0.09	0	0.08	0.006	0	0.006	0
3.5	58	0	43	5	0	11	0
3.6	63	0	54	4	0	4	0
3.7	53	0	46	4	0	3	0
3.8	106	0	97	4	1	4	0
3.9	0	0	0	0	0	0	0
3.10	0	0	0	0	0	0	0
3.11	0	0	0	0	0	0	0
3.12	0	0	0	0	0	0	0
3.13	0	0	0	0	0	0	0
3.14	0	0	0	0	0	0	0
3.15	0	0	0	0	0	0	0
4.1	0	0	0	0	0	0	0

* Results expressed in tons of CO2e



Contact us

support@greenly.earth

www.greenly.earth